

MAIN FACTORY—FORT MADISON, IOWA

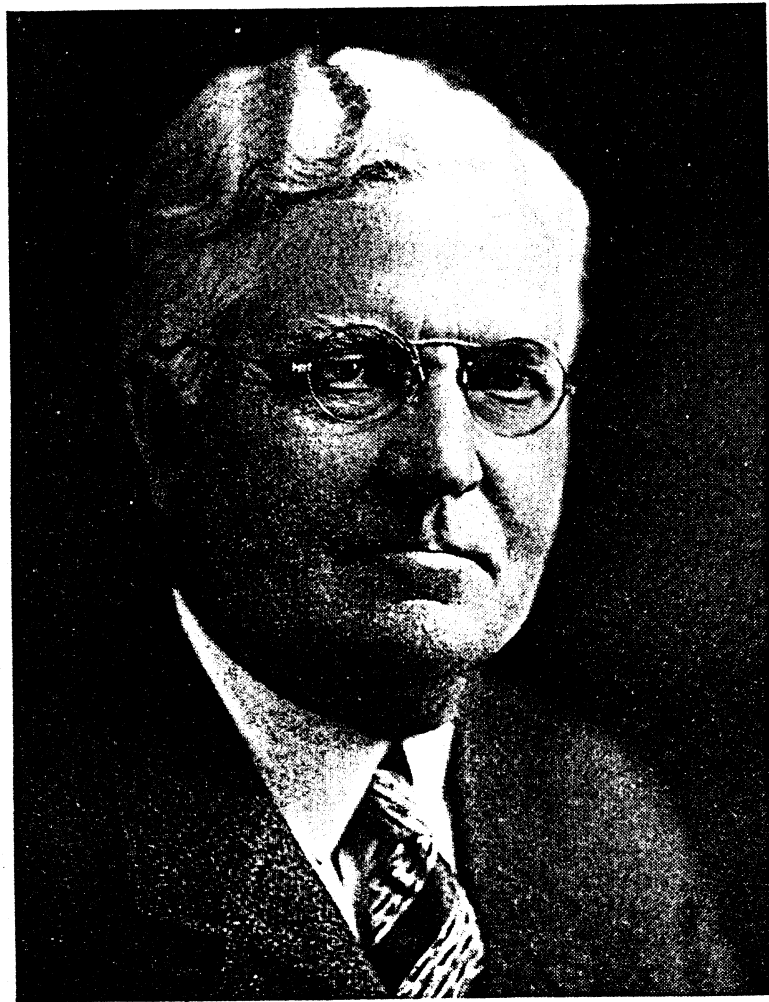
*History and development of the  
W. A. Sheaffer Pen Co.  
and its outstanding contributions  
to better writing*



**SHEAFFER'S**

Other Factories: Mt. Pleasant, Iowa • Quincy, Illinois • Malton, Ontario, Canada

W. A. SHEAFFER  
*Founder*



It is fitting that the W. A. Sheaffer Pen Company is widely known in the trade as *the jeweler of the writing instrument industry*. Its founder, W. A. Sheaffer, was a retail jeweler for many years. And it was *as a jeweler* that he originated and placed on the market the first Sheaffer fountain pen. In 1908 Mr. Sheaffer made an outstanding contribution to the writing field — *the first lever self-filling fountain pen*. In 1913 the W. A. Sheaffer Pen Company was incorporated, with Mr. W. A. Sheaffer as President. At that time there were 57 other pen and pencil manufacturers, yet in its first year of operation the W. A. Sheaffer Pen Company achieved a sales volume of approximately \$100,000.00, or 3 per cent of the total sales volume of the entire industry. Today Sheaffer commands an undisputed reputation for creating the finest writing instruments in the world.



C. R. SHEAFFER  
*President*

Mr. C. R. Sheaffer, son of Mr. W. A. Sheaffer, has been with the company practically continuously since its founding. His is no superficial knowledge of pen and pencil manufacturing. He has actually worked in every department of the business, including all the operating departments. He knows pens and pencils because he has built and assembled them — and he has been responsible for many of the innovations which make Sheaffer's pens and pencils the superlative writing instruments they are today. For many years Mr. C. R. Sheaffer served the Company as Vice President and Treasurer. And on December 14, 1938, when his late father, Mr. W. A. Sheaffer, was made Chairman of the Board of Directors, he was elected President. Mr. C. R. Sheaffer is firm in his convictions that the most important reasons underlying the success of the W. A. Sheaffer Pen Company has always been, and always will be, the quality of Sheaffer's merchandise and a rigid policy of fair dealing with all who buy and sell Sheaffer's products.

# THE DEMAND FOR SHEAFFER'S MERCHANDISE IS WORLD-WIDE

Sheaffer manufactures a complete line of fountain pens retailing from \$3.50 up; pencils from \$1.00 up; pen and pencil ensembles from \$6.50; fountain pen desk sets from \$10.00 to \$100.00. Sheaffer also manufactures Safeguard reservoir desk sets; Stratowriter ball-tip writing instruments; writing fluid, Permanent SKRIP and Washable SKRIP, Fineline Skrip sets, as well as leads and erasers for Sheaffer's and other mechanical pencils.

Sheaffer distributes only through a few carefully selected retail channels of the retail field, such as jewelry, gift, optical, department, stationery and drug stores. The better stores in these classifications throughout America feature Sheaffer's merchandise. All merchandise shipments are made direct from Sheaffer's factories and from stocks in New York City, Chicago, San Francisco and other capitals throughout the world.

# OUTSTANDING DEVELOPMENTS IN SHEAFFER'S PARADE OF PROGRESS

It is the constant aim of the Sheaffer organization continuously to improve Sheaffer's products, not only in those ways which are instantly apparent to the trade and to the public, but in myriads of ways which are not so instantly apparent, but which contribute so much to the ease and comfort with which pens and pencils can be used, and to the dependability which the consumer may expect from them.

These developments have all contributed to make Sheaffer merchandise the finest of its kind. Sheaffer's development and testing laboratory is constantly on the job seeking new improvements and new features. Some of the most outstanding developments are listed below:

1908 — FIRST LEVER SELF-FILLING PEN — by Mr. W. A. Sheaffer.

1914 — THE SCREW CAP — Sheaffer was the first pen manufacturer to use the screw cap on all models.

1914 — ONE-PIECE INNER CAP — Machined precisely to fit the section, making it possible to completely air-seal the gold point when used in conjunction with a screw cap.

1918 — MANIFOLD POINT OF SPECIAL CONSTRUCTION, of a strength and sturdiness uncommon in gold pen points.

*(Continued on page 8)*

# SHEAFFER'S

## POINTS OF GOLD

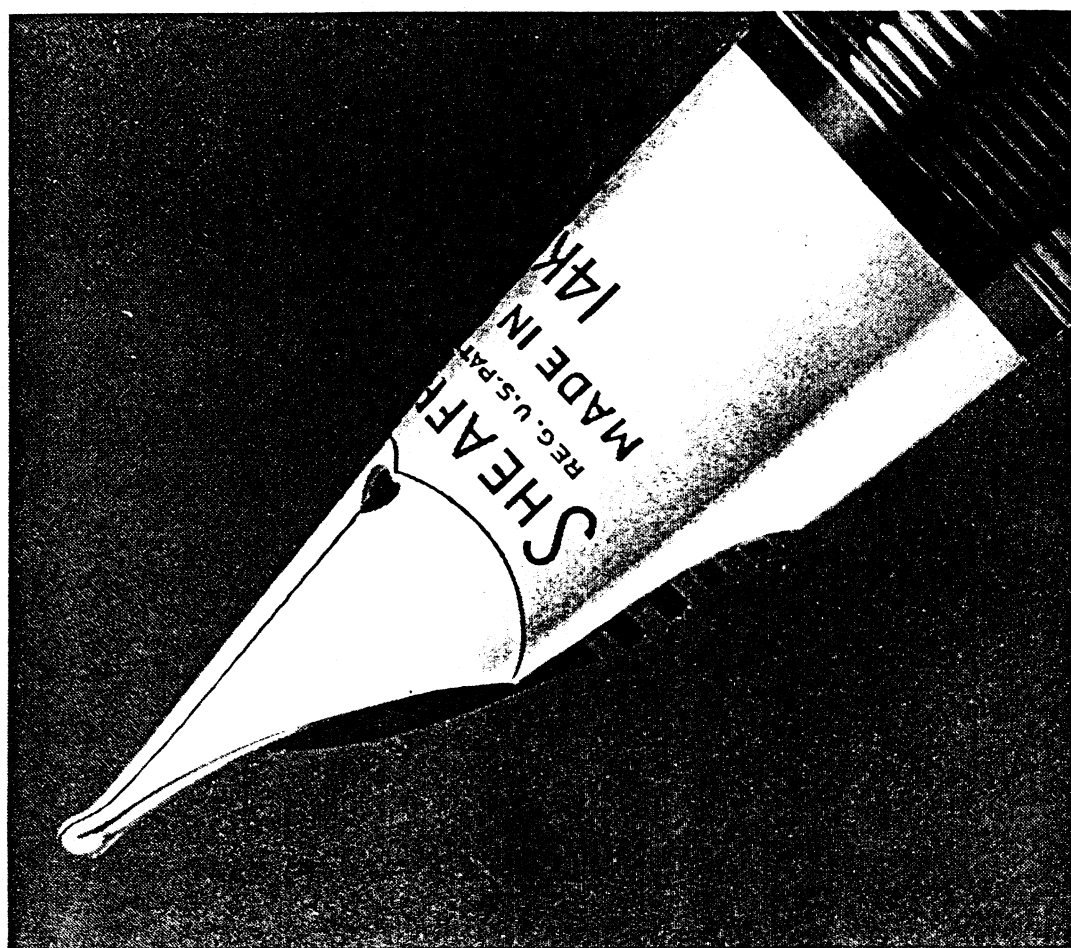
Sheaffer buys 24-karat gold bars for its pen points. The pure gold is alloyed with copper and silver to give proper hardness and elasticity. It is then rolled into long strips which are sent through a blanking machine, counted, and pressed out. The tip is then notched and tipped with one of the hardest metals known, thus giving the user long service and smooth writing.

After this operation, the points are rolled to the required thickness and cut out of the blanks. Further operations on the point consist of stamping the heart pierce in the center, identification stamping such as the Sheaffer name, the point number, etc. The point, which up to this time has been flat, is now raised by placing it in a curved die. After this curving process, it is slit by hand on a very thin copper disc revolving at tremendous speed, and the point is tipped with osmalloy by a patented process to assure smooth, uninterrupted writing fluid flow.

After this operation, the point is again placed on a curved plunger die and further formed and is ready for the actual side and form grinding. Further hand-crafting is done on the many different styles of Sheaffer points from accountant to flexible stub, and

then the point is ready to be assembled with the feed and pushed into the barrel. The barrel is then fitted with the cap and the complete pen is delivered to the point testing department, where the point is polished on fine burnishing paper to a velvet smoothness and is thoroughly tested by actual writing.

It takes more than 411 operations to manufacture, shape, and assemble a Sheaffer "TRIUMPH" ensemble, and what is of even greater importance is that every third operation is an inspection. After the last inspection, the pen or pencil is ready to go into the world to give service to its user for life.



*(Continued from page 5)*

1920—FIRST LIFETIME PEN embodying Sheaffer's manifold point, already proved in actual use to be capable of giving the owner writing satisfaction throughout his life unless subjected to accident or willful abuse.

1921—SHEAFFER'S PROPEL-REPEL-EXPEL PENCIL which was to obsolete rifled tip type pencils.

1922—THE INVENTION OF SKRIP, SUCCESSOR TO INK, the superior qualities of which eventually resulted in the material improvement of all leading writing fluids sold in the American market.

1924 — FIRST TO SUCCESSFULLY FABRICATE RADITE FOR FOUNTAIN PENS, a pyroxylin plastic which made Sheaffer pen barrels and caps virtually unbreakable, thus setting a new standard in the industry.

1924—THE DESK SET—invented by Sheaffer, now manufactured by others, but without exclusive Sheaffer features.

1925—GUARANTEE-FOR-LIFE extended to cover entire Lifetime pen, nationally advertised in the retailer's and public's benefit, as well as our own.

1929 — STREAMLINED BALANCE DESIGN — a great improvement over flat cap pens. Better looking and effectively eliminates top heaviness, putting the weight on the point instead of on the hand.

1931 — THE FEATHERTOUCH POINT — a two-way point writing the user's usual handwriting in normal position; a fine, thin line turned over.

1934—SHEAFFER PLUNGER VISIBLE BARREL SACLESS PEN.

1935—THE DRY PROOF DESK SET SOCKET — an invention which enables the user to lock his desk pen into the socket, thus completely air-sealing the point in the same manner used when placing the cap on a pocket pen.

1938 — THE FINELINE PENCIL — with a writing point 39% smaller than any formerly produced.



1939 — THE FLO-RITE FEED — a patented feed capable of more dependable performance under all conditions than any feed heretofore produced. This is the feed that has made large writing fluid capacities in fountain pens thoroughly practicable.

1940 — "FOUNTAIN OF USE" — the first quality reservoir desk set, with a genuine Sheaffer Lifetime pen.

1941—"MAGIC CIRCLE CAP"—The only cap for writing fluid bottles (Skrip) with an inner blotting liner to absorb excess fluid; thus, fingers and cap threads stay clean, and cap is always easy to unscrew.

1941—SAFETY SKRIP—A tough, lustrous, molded plastic SKRIP fluid container that carries safely in pocket, classroom, traveling bag, or purse. Bottle is transparent so fluid level can be seen at all times.

1941 — MILITARY ENSEMBLES — designed especially for the men in the U. S. Service. "Over-the-top" clips and end to end Streamlined Balance design allow pen and pencil to ride low, unseen, and without bulge in uniform pockets.

1942—"TRIUMPH"—Latest addition to the Sheaffer family. Light cap banishes top-heaviness in the hand and air-seals fully with only a slight turn. 14-Karat gold "SHEATH-POINT," available in 12 different gradings to fit any style of handwriting, provides greatest safety factor of any pen yet made. "TRIUMPH" TUCKAWAY model is designed to carry safely *in any position* — is diminutive when closed; full size when open.

1945—Introduction of a complete new line of pens and pencils embodying the most improved materials and modern designs.

1946—Introduction of Sheaffer's STRATOWRITER, the dependable ball-tip writing instrument, and Sheaffer's "THREESOME" ensembles, consisting of "TRIUMPH" pen, FINELINE pencil and STRATOWRITER.

1947 — The "Safeguard" Reservoir Desk Set — a reservoir that just doesn't spill, even if tipped or jarred.

# SHEAFFER'S DRY-PROOF DESK SETS

The Dry-Proof feature, found only in Sheaffer desk sets, increases their usefulness many times over ordinary desk sets. A slight turn of the pen locks it tightly, where it may be left for days with no air reaching the point to dry it out. Likewise, if the set is folded down and placed in a drawer at night, this exclusive feature holds pen in place so that it is ready to write the following morning.

All of the features of the new "TRIUMPH" line are incorporated in the new "TRIUMPH" Desk Set line.

Sheaffer desk sets are made in a variety of styles from semi-precious materials such as Italian Marble, Mexican Onyx, Spanish Onyx, Jet Crystal, Bronze, and beautifully colored plastics.

A Sheaffer desk set is a mark of distinction and efficiency on the desk of all executives and office workers. In the home, a Sheaffer desk set is not only a great convenience, but a truly beautiful fixture as well.

## FINELINE PENCILS

The idea and design of the Sheaffer pencil is original and unique. It propels, repels, and expels the lead. The streamlined Balance model is a perfect mate for the Sheaffer streamlined pen.

Likewise, the Fineline utility models for everyday use, are quality throughout. They have a double-length propelling eraser, a heavy-duty all metal precision mechanism that makes them last longer, and a "Spiral Grip" makes them slip-proof, tending to keep the pencil turning in use — keeping the point always sharp and cutting down finger fatigue.

## FINELINE LEADS

There is a Sheaffer lead, thick or thin, to fit all models and makes of mechanical pencils.

FINELINE, is the greatest improvement in pencil writing in more than 25 years! Worked out in the laboratories of one of the best known graphite processors, this lead is smoother, firmer, and stronger per unit of thickness than any other lead ever produced. Because of the sharpness of the point, it can be used by salesmen, draftsmen, teachers, and students, and in all cases, the pencil writing is neater, clearer and finer.

## *Skrip* 12 COLORS —

4 PERMANENT

8 WASHABLE

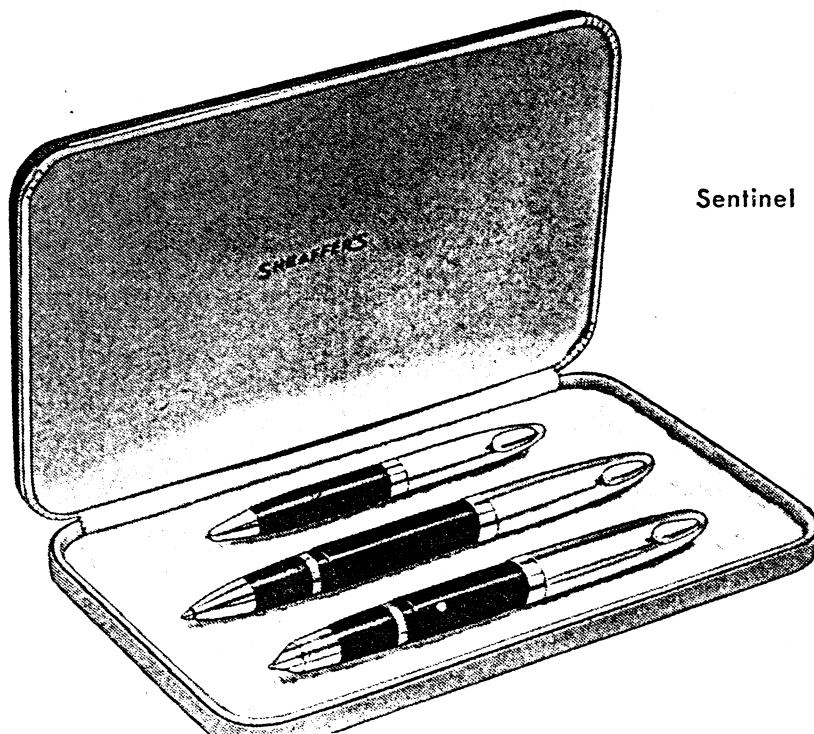
Skrip, successor to ink, makes all pens write better, last longer, require less servicing. Skrip does not rot vital rubber or metal parts, contains no destructive acid solvents. Skrip is quick-drying, so no blotter is needed. Free-flowing, sediment free, no troublesome pen clogging, keeps your pen clean by not allowing it to get dirty. Skrip comes to you in the exclusive Top-Well bottle—a convenience that keeps fingers clean and keeps Skrip at the top where it's easy to see, easy to use — even to the last drop in the bottle. Permanent Skrip safeguards important records — is fade-resistant to air, heat, light—even boiling water: —Black, Blue-Black, Royal Blue, Red.

Washable Skrip is safe for home and school use because it washes out of washable materials instantly with ordinary soap and water if accidentally spilled. Comes in 8 beautiful true-tone colors: — Emerald Green, Melon Red, Blue, Persian Rose, Peacock Blue, Brown, Purple and Black.

# SHEAFFER'S

## FOR GIFTS

The perfect expression of lifelong affection is a Sheaffer "TRIUMPH" pen with 14 karat gold point matched with a Fineline pencil, and to make them more attractive as gifts, Sheaffer has put them in beautiful ensemble gift boxes. The Sheaffer desk set, also beautifully gift packaged, is an equally appropriate gift. When you give a Sheaffer, you can be sure that you're giving the finest — you're giving a gift that will be kept and treasured for all time, constantly reminding the recipient of the thoughtfulness of the giver.



Sentinel Tuckaway Threesome  
by  
SHEAFFER'S